

**Book of Abstract**

# 6<sup>TH</sup> ESBEM

**International Conference on  
Entrepreneurship Studies,  
Business, Economy, and  
Management Science**

**Virtual Conference: April 14, 2022**

Supported by



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**International Conference on**  
**Entrepreneurship Studies, Business,**  
**Economy, and Management Science**  
**(6<sup>th</sup> ESBEM)**

**Virtual Conference**  
**April 14, 2022**



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# FOREWORD

12,349,000
238,681,000
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**Research Synergy Foundation** is a digital social enterprise platform that focuses on developing Research Ecosystem towards outstanding global scholars. We built collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration. We promote scientific journals among countries as an equitable distribution tool of knowledge. We open research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world

***Our Vision:***

As global social enterprise that will make wider impact and encourage acceleration quality of knowledge among scholars.

***Our Mission:***

*First, developing a research ecosystem towards outstanding global scholars. Second, Promoting scientific journals among countries as an equitable distribution tool of knowledge. Third, opening research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Fourth, creating global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.*

<https://www.researchsynergy.org/>

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# **ORGANIZING COMMITTEE**

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## **PROGRAM COMMITTEE**

### **Conference Chair:**

Dr. Prameshwara Anggahegari  
Research Synergy Foundation

## **ORGANIZING COMMITTEE**

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Ani Wahyu Rachmawati

## **CONFERENCE SUPPORT**

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Information and Technology Support  
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Dr. Leandro A. Loyola - (De La Salle University, Phillipines)

Prof. Salina Daud - (Universiti Tenaga Nasional (UNITEN), Malaysia)



# CONFERENCE CHAIR MESSAGE

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We are delighted to welcome you to **6<sup>th</sup> International Conference on Entrepreneurship Studies, Business, Economy, and Management Science (6th ESBEM)** by Research Synergy Foundation (RSF) that held virtually on April 14, 2022.

This conference not only give you global forum to share and exchange idea, research, and work. But also, provide wider network and research ecosystem for further collaboration and projects. We are glad to share these good opportunities in the scientific community, that will be offered only for all participants who participate in the conference.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their through and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to this conference and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Prameshwara Anggahegari  
Conference Chair of 6<sup>th</sup> ESBEM 2022

## CONFERENCE CHAIR

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***Dr. Prameshwara Anggahegari***

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**SBM ITB, Indonesia**  
**Chairperson of ReviewerTrack Research Synergy Foundation**

Wara, as Prameshwara Anggahegari is known, is a lecturer in the School of Business and Management. She holds her Doctoral of Philosophy from Institut Teknologi Bandung, Indonesia. She teaches courses in social entrepreneurship, community project management, corporate social responsibility, and environmental management systems, all of which are closely related to her research interests in triple bottom line and blended values. She is also the Community Engagement Specialist at teras Hijau Project, an empowerment movement located in Indonesia. This movement attempts to decrease food insecurity in Bandung by promoting urban farming, which is driven by low-income housewives living in high-density areas. She also participates in numerous government initiatives as a member of the Social Expert Team. Under the Research Synergy Foundation, Wara is also the director of Reviewer Track, a hub for empowering other academicians and reviewers all around the world. Her current interest is about gender, social entrepreneurship and empowerment.

## SESSION CHAIR

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***Dr. Soni Sharma***

**IILM Graduate School of Management ,Greater Noida,India**

Specialised and Trainer in the area of Training & Development specially emphasis on, Soft Skill enhancement; Personal Effectiveness for Managers, Time Management & Stress Management, Cross-Cultural and Business Communication. In her 15 years of teaching and training career, she has got experience of teaching French, German and English as Professional language of Communication. She is B.A (Hons.) English from University of Delhi, M.A (Eng.) from Jamia Milia Islamia. She completed her M.Phil. and PhD from IGNOU. She is on the editorial board of "International Journal of Transformation in English & Education. She has co-edited a book on Innovation, Technology and Development by Bharti Publication. She has authored four books in foreign languages and communication skills. She has delivered and conducted many Executive and Management Development Programme for Power Grid, GAIL, BHEL, Indian Postal Staff College, Indian Pharmacopeia, Institute of Biological and Indian Institute of Packaging. She has delivered many sessions on Campus to Corporate for executive trainees at GAIL, BHEL (Public Sector Enterprises) & also to PO inductees at several nationalised banks like Punjab & Sindh Bank, Canara Bank, Corporation Bank of India, Punjab National Bank & Oriental Bank of Commerce. She is multilingual and the knowledge of her multilingualism enriches and enables her teaching with innovation and diversities. She has trained varied of participants consist of International Participants too. She has expertise in delivering session on Intercultural Management, Cross Cultural Management and Communication Crisis. She strongly believes in hands on training pedagogy and focuses on engagement and interaction.

### **Educational Qualification:**

- Ph.D from IGNOU(A Central University), New Delhi, India
- Master in Philosophy (M.Phil from IGNOU, New Delhi )
- Master of Arts (M.A.) English from Jamia Milia Islamia, New Delhi
- Bachelor of Arts in (B.A in English Hons) from University of Delhi, New Delhi (1995-1998)

### **Professional Certification and Qualification**

- Post Graduate Diploma in Communicative English (PGDCE) University of Hyderabad.
- Certificate in Behavior Testing and Training GGSIPU New Delhi.
- Advance Diploma in French, Alliance Francaise.
- Advance Diploma in German, Max Muller Bhawan.

# CONFERENCE PROGRAM

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Thursday, April 14th, 2022

Time (UTC+7)	Activity
08.50- 09.00	Participant Login and Join Virtual Conference by ZOOM
09.00 - 09.05	Welcome Address
09.05 - 09.25	Global Research Ecosystem Introduction Dr. Hendrati Dwi Mulyaningsih Founder & Chairperson of Research Synergy Foundation
09.25 - 09.30	Group Photo Session
09.30 - 09.35	Preparation for Online Presentation
09.35 - 10.50	Online Presentation Session Session Chair: Assistant Professor Dr. Soni Sharma IILM Graduate School of Management, Greater Noida, Delhi -NCR, India
10.50 - 11.00	Awarding Certificate of Presentation & Participant Testimonial
11.00 - 11.10	Closing and Post-conference information announcement

## List of Presenters

### Track Marketing Management

<i>Paper ID</i>	<i>Author</i>	<i>Media</i>	<i>Paper Title</i>
ESB14102	Ricky R Hasibuan	Virtual Presentation	Building A Tax Forgiveness Model (Tax Amnesty) That Encourages Successful Repatriation in Indonesia

### Track Entrepreneurship

<i>Paper ID</i>	<i>Author</i>	<i>Media</i>	<i>Paper Title</i>
ESB22101	Trisha Gilang Saraswati	Virtual Presentation	Halal Awareness, Halal Certification and Buying Interest in Non-Food Products

### Track Applied Economics

<i>Paper ID</i>	<i>Author</i>	<i>Media</i>	<i>Paper Title</i>
ESB22102	Bayu Mogana Putra	Virtual Presentation	Legal Politics Village Government Policies in Implementing Village Owned Enterprises Based on Creative Economy

### Track Business Law

<i>Paper ID</i>	<i>Author</i>	<i>Media</i>	<i>Paper Title</i>
ESB14101	Aladin Sirait	Virtual Presentation	Consistency of Law No.25/2007 on Investment with Article 33 of the 1945 Constitution of the Republic of Indonesia in Realizing Social Justice and People's Welfare (A study with a Positivism-Normativism approach)
ESB14103	Lamir Khashab	Virtual Presentation	Developing Female Entrepreneurship: Applying Institutional Theory in the Kingdom of Saudi Arabia as an Example of a Developing Country



# Track: Marketing Management

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# Halal Awareness, Halal Certification and Buying Interest in Non-Food Products

Trisha Gilang Saraswati<sup>1</sup>, Farah Oktafani<sup>2</sup>, R. Nurafni Rubiyanti<sup>3</sup>

<sup>1,2,3</sup>Universitas Telkom

---

## Abstract

**Background** - Awareness of using halal products, both food and non-food is getting bigger, especially for the muslim community because of the religious rules adopted. Although, some people assume that halal interests are only limited to food products. However, many companies then consider it important to certify their non-food products halal because it further increases public awareness to use all types of halal products.

**Purpose** - The purpose of the research is to analyze halal awareness as the intervening variables on the effect of halal certification on interest in buying non-food halal products.

**Design/methodology/approach** - The methodology used in this research are descriptive analysis and path analysis. Respondents of this research are people who has buying interest of non-food halal products in Indonesia.

**Findings** - The level of halal awareness in Indonesia is quite high, the number of companies that certify their products also indicates the importance of halal certification in Indonesia, as well as high buying interest in halal products even in the non-food category. The magnitude of the direct effect of halal certification on buying interest is 30% while the effect through the halal awareness variable as an intervening variable is 45.5%. where this shows that each variable has a positive effect and contributes.

**Research limitations** - the limited number of samples used in this research may not fully representative of the whole population in Indonesia. The survey instruments and conceptualization of halal certification of non-food products may require further investigation in the literature.

**Originality/value** - This study adds to the current limited knowledge of halal non-foods research. In particular, the authors investigated the intervening variables effect of halal awareness on the relationship between halal certification and buying interest of halal non-food products.

**Keywords** : halal certification, halal awareness, buying interest, non-food products

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# Track: Entrepreneurship

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# Developing Female Entrepreneurship: Applying Institutional Theory in The Kingdom of Saudi Arabia as an Example of a Developing Country

Lamir Khashab<sup>1</sup>

<sup>1</sup>University of Limerick

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## Abstract

**Background** - Renewed interest in promoting entrepreneurial engagement in Saudi Arabia was occasioned by the need to reduce its reliance on the oil industry, an unsustainable and depletable source of income. However, studies on men's entrepreneurial engagement in Saudi Arabia abound. Very scanty studies have focused on women's involvement. Saudi female entrepreneurs encounter different institutional forces that can hinder them. As a result, it is vital to understand the formal and informal institutions that promote entrepreneurial activities and can help inform public policy in the future.

**Purpose** - The research aim to investigate the institution's normative transformation and its impact on female entrepreneurs in Saudi Arabia by identifying the main challenges and analysing the support initiatives.

**Design/methodology/approach** - This research follows a mixed-method (quantitative and qualitative). Firstly, a survey was conducted on 120 Saudi female entrepreneurs, and the SPSS software was used to analyze the data. Secondly, the qualitative data was also completed by conducting (15) interviews with Saudi entrepreneurship experts; the results were analyzed through the content analysis method.

**Findings** – • The majority of the respondents (80%) were self-motivated to start their businesses (self-independence, hobby).

- Some Saudi women have a poor self-image, low self-esteem, and lack of self-confidence rooted in culture and beliefs.
- High levels of supportive society and culture have a positive influence.
- Religion and age were not major obstacles to participants' entrepreneurship involvement.
- More than (80%) faced financial difficulties that have made them rely solely on private financing for their business.
- (48%) Preferred to obtain time of support in the pre-startup phase of business.
- The majority (60%) agreed that non-financial support is the most needed for female entrepreneurs, such as training, educational courses, and policy regulation changes.

**Research limitations** - • No reliable database of female entrepreneurs numbers in KSA.

- Difficulty finding female entrepreneurs with a registered business record in the ministry. As many women prefer to register their businesses after male gradians' names to minimize the restrictions on them.

**Originality/value** - Female entrepreneurship and female growth are emerging research areas in the KSA, but females have an increasing policy focus and an interest in starting a new business. Thus this research addresses the need to build a solid empirical evidence base of current research and identifies the formal and informal challenges and internal and external drivers. Further, the application of institutional logic is novel. Thus, the research findings will complement the theory of female growth enterprises and institutional logic.

**Keywords** : Female Entrepreneurship, Institutional Theory, Support Initiatives, Kingdom of Saudi Arabia

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# Track: Applied Economics

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**6<sup>TH</sup>  
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# Legal Politics Village Government Policies in Implementing Village Owned Enterprises Based on Creative Economy

Bayu Mogana Putra<sup>1</sup>, Ridwan Adnan Erlangga<sup>2</sup>

<sup>1,2</sup>Universitas Islam Indonesia

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## Abstract

**Background** - *The development of the creative economy continues to experience high productivity and must be well adopted by business actors, not least by a very potential government-owned enterprise, namely the Village-Owned Enterprise. The village government as a stakeholder in the productivity of the Village-Owned Enterprises must ensure that the creative economy ecosystem can live and grow by utilizing the local potentials that exist in their respective regions.*

**Purpose** - *The purpose of scientific work is to analyze and reveal the legal politics of village government policies in the implementation of Village Owned Enterprises based on creative economy to improve the local economy by utilizing regional potential.*

**Design/methodology/approach** - *The method used in this scientific work is a normative legal research method, namely by examining the concept of law as a principle of justice in the moral system and as a rule in legislation in accordance with the focus of the study in this scientific work. The analysis in this scientific paper uses three research approaches, namely the Legislative Approach, Concept Approach, Philosophical Approach.*

**Findings** - *In the end, the analysis and analysis in this scientific paper will reveal the ideal political legal policy direction to be implemented by the village government in the implementation of a creative economy-based Business Entity by utilizing local potential to be developed and managed to create a productive and innovative economic activity. So that it can support the improvement of the community's economy.*

**Research limitations** - *This scientific work only discusses the politics of village government policies in the implementation of Village Owned Enterprises based on the creative economy based on the laws and regulations that regulate the authority of the village government, village-owned enterprises, and the creative economy.*

**Originality/value** - *This research has its own uniqueness, the article that will be studied in this research is the legal politics of village government policies to be able to develop Village-Owned Enterprises through the creative economy. Most studies of previous scientific papers only discussed how the authority of the village government in developing Village-Owned Enterprises or about the analysis of economic activities of Village-Owned Enterprises. Meanwhile, in this study, it refers to the renewal of the economic ecosystem, namely the creative economy as a driving force for the implementation of productive Village-Owned Enterprises through village government policies.*

*Keywords : Law Political, The Village Administration, Creative Economy*

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# Track: Business Law

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# Consistency of Law No.25/2007 on Investment with Article 33 of the 1945 Constitution of the Republic of Indonesia in Realizing Social Justice and People's Welfare (A study with a Positivism Normativism approach)

Aladin Sirait<sup>1</sup>

<sup>1</sup>Doctoral Program of Law Diponegoro University

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## Abstract

**Background** - Investment in Indonesia is regulated in Law No. 25 of 2007 concerning Investment (UUPM) which is a regulation that was launched with a policy of attracting large investments. However, there has not been a significant increase in people's welfare, even though Indonesia's natural resources have enormous potential and should be more than sufficient.

**Purpose** - The state regulates the economy through the economic constitution, Article 33 of the 1945 Constitution of the Republic of Indonesia, therefore regarding investment in the field of natural resources related to the Investment Law, this legal factor needs to be investigated to find inhibiting factors in achieving goals. The study was conducted by analyzing the structure, principles, and objectives of the Investment Law.

**Design/methodology/approach** - Economic Constitution of the Republic of Indonesia (Article 33) is the basis and source of the economic legal arrangements under it. The purpose of the state through the economic constitution is determined in Article 33, for the prosperity and welfare of the people based on justice. However, to ensure it must be proven through testing, therefore the UUPM must comply with Article 33 and to prove it will be tested using a positive-normative approach method.

**Findings** - Findings, in UUPM there is the principle of "togetherness", the principle is almost the same as "together with the principle of kinship" in Article 33 but the meaning is different so that through positive-normative testing the value is different because it is different in its goals and policies, so it will be different in its implementation, therefore unable to realize the prosperity and welfare of the people.

**Research limitations** - This research is limited to the principle of togetherness and its legal purposes only and can be developed with other principles

**Originality/value** - In compare to Journal *Juridic Analysis of Justice Efficiency Principles Based On Article 33 Section (4) of The 1945 Constitution In Law Regulations In The Electricity Sector*, which analyses how The Constitutional Court interprets the element of "equitable efficiency", has different in subject, principles and approaching method with this research.

*Keywords* : economic constitution, consistency, principle, togetherness, justice

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# Building A Tax Forgiveness Model (Tax Amnesty) That Encourages Successful Repatriation in Indonesia

Ricky R Hasibuan<sup>1</sup>

<sup>1</sup>Diponegoro University of Semarang Centra Java

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## Abstract

**Background** - *Building a tax amnesty model that encourages successful repatriation in Indonesia is to attract quite large funds from taxpayers who are abroad and it is hoped that with the Tax Amnesty program, especially repatriation, these funds can return to Indonesia so that it can help the government in increasing revenue and economic growth.*

**Purpose** - *The purpose of this study is to determine the factors that influence the unsuccessful implementation of the Tax Amnesty program, especially in repatriation in Indonesia and to propose a new Tax Amnesty model that is able to encourage the success of repatriation carried out in Indonesia in accordance with Law No. 11 of 2016 concerning Tax Amnesty.*

**Design/methodology/approach** - *This type of research is qualitative research with a focus on case study research to examine the implementation and weaknesses of the implementation of Law No. 11 of 2016 concerning Tax Amnesty, which then seeks to find a Tax Amnesty model that is able to encourage the success of repatriation in Indonesia.*

**Findings** - *The results of the study indicate that by building a model of tax amnesty, especially through repatriation, so it is able to bring in funds from abroad which are quite large from taxpayers. The success of Tax Amnesty, especially through repatriation in the short term, aims to obtain tax revenue through ransom and in the long term it is able to increase tax revenue based on a complete and accurate database.*

**Research limitations** - *After conducting a search on previous dissertations to date, no similar studies or dissertations have been found. Research in the form of a dissertation on building a Tax Amnesty model that promotes successful repatriation in Indonesia, is still minimal.*

**Originality/value** - *That there has been no research on Tax Amnesty specifically discussing the success of repatriation in Indonesia. Because other authors have discussed more about Tax Amnesty policies from 1964 to 2016 while the authors are looking for ways to build a tax amnesty model that can increase success through repatriation in Indonesia.*

*Keywords : Tax Amnesty, Repatriation, Tax Compliance*

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# FUTURE EVENT

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## ***ICISETIM***

International Conference on Industrial and Systems Engineering, Technology, Innovation, and Management

<https://icisetim.com/>

Virtual Conference

April 22-23, 2022

## ***7th MASOS***

International Conference on Management Studies and Social Science

[http://www.masosconference.com/index.php/7th\\_masos/](http://www.masosconference.com/index.php/7th_masos/)

Virtual Conference, May 5, 2022

## ***8th JIBUMS***

Japan International Conference on Business, Management Studies and Social Science

<https://www.jibums.com/8th-jibums/>

Virtual Conference, May 31, 2022

## ***4th ICISS***

International Conference on Islamic Education Studies and Social Science

<http://www.icissconference.com/index.php/4th-iciss/>

Virtual Conference, July 14, 2022

## ***3rd MESS***

International Conference on Management, Education, and Social Science

<https://messconference.com/3rd-mess/>

Virtual Conference, July 28, 2022

## ***ICHBS***

International Conference on Health and Biomedical Science

<https://ichbs.com/>

Virtual Conference, August 11, 2022

## ***ICCSP***

International Conference on Clean and Sustainable Production

<https://ahsiccsp.com/>

Virtual Conference, August 22-23, 2022

## ***6th IBEMS***

International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies

<http://www.ibemsconference.com/index.php/6th-ibems/>

Istanbul, Turkey, September 22-23, 2022



### ***8th BEMSS***

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International Conference on Business, Economy, Management and Social Studies Towards Sustainable Economy

<http://www.bemssconference.com/index.php/8th-bemss/>

Virtual Conference, August 30, 2022

### ***2nd ICLET***

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International Conference on Language, Education and Teaching Research

<http://www.icletconference.com/index.php/2nd-iclet/>

Virtual Conference, June 15, 2022

### ***8th SIMBES***

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Singapore International Conference on Management, Business, Economic and Social Science

<http://simbesconference.com/8th-simbess/>

Virtual Conference, October 4, 2022

### ***7th RESBUS***

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International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science

<http://resbusconference.com/7th-resbus/>

Virtual Conference, November 8, 2022

### ***ICP-IBS***

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International Conference on Interdisciplinary Research on Psychology and Interdisciplinary Behavioral Studies

<https://icpibs.com/>

Virtual Conference, November 15-16, 2022

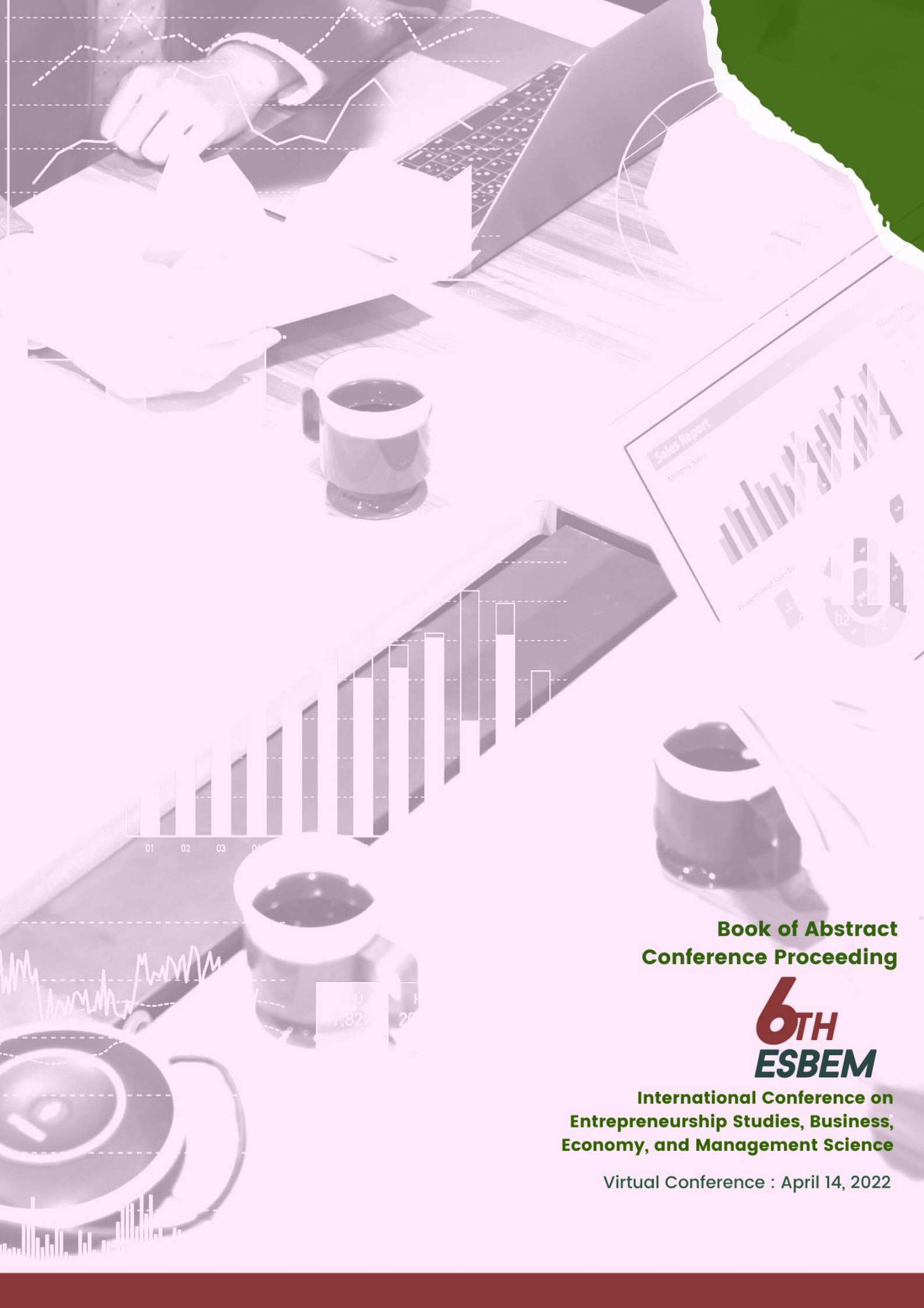
### ***8th JIBM***

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Japan International Business and Management Research Conference

<https://jibmconference.com/8th-jibm/>

Virtual Conference, December 6, 2022



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